

Station	KSL-TV SALT LAKE CITY	Agency	() SMART MEDIA GROUP
Advertiser	() LOVE, MIA		814 KING ST, SUITE 400
Product	LOVE/CD4/R		ALEXANDRIA, VA 22314
Estimate#	C09C15	Agency C/P1/P2/E	LOVE/ORDR/C09C15
Buyer	Patricia Dome	Flight Dates	10/09/2012 - 10/15/2012
Phone#		Hiatus Weeks	

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
29	TU-F	LATE NIGHT	1135P-1235A	:30	10/09-10/12	0	\$50.00	0
Rating: 1.9								
Buyline Comment: 1/DAY								
33	M	LATE NIGHT	1135P-1235A	:30	10/15-10/15	0	\$50.00	0
Rating: 1.9								
34	SU	MEET THE PRESS	8A-9A	:30	10/14-10/14	0	\$10.00	0
Rating: 2.2								
35	SU	MORMON TIMES	10A-1030A	:30	10/14-10/14	0	\$100.00	0
Rating: 4.3								
36	SU	MUSIC & SPOKEN	930A-10A	:30	10/14-10/14	0	\$350.00	0
Rating: 5.4								
37	SU	NEWS	4P-430P	:30	10/14-10/14	0	\$135.00	0
Rating: 1.6								
38	SU	NEWS	10P-1035P	:30	10/14-10/14	0	\$900.00	0
Rating: 7.3								
39	TU-F	NEWS @ 5P	5P-530P	:30	10/09-10/12	0	\$375.00	0
Rating: 3.6								
Buyline Comment: 1/DAY								
43	M	NEWS @ 5P	5P-530P	:30	10/15-10/15	0	\$375.00	0
Rating: 3.6								
44	TU-F	NEWS @ 6P	6P-630P	:30	10/09-10/12	0	\$450.00	0
Rating: 4.2								
Buyline Comment: 1/DAY								

Last Received: 10/11/2012 7:31 AM

Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/CD4/R
Estimate# C09C15
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C09C15
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
---	---	-----	----	----	-----	-----	-----	-----
93	M	TONIGHT SHOW	1035P-1135P	:30	10/15-10/15	1	\$350.00	1
Rating: 4.2								
94	W-F	NEWS Buyline Comment: 1/DAY	6A-7A	:30	10/10-10/12	3	\$525.00	3
95	M	NEWS	6A-7A	:30	10/15-10/15	1	\$525.00	1
96	W,F	NEWS Buyline Comment: 1/DAY	10P-1035P	:30	10/10-10/12	2	\$3,000.00	2
97	SA	NEWS Buyline Comment: 1/DAY	10P-1035P	:30	10/13-10/13	1	\$2,200.00	1
98	SU	NEWS Buyline Comment: 1/DAY	10P-1035P	:30	10/14-10/14	1	\$3,000.00	1
99	TH	30 ROCK/UP ALL Buyline Comment: 1/DAY	9P-10P	:30	10/11-10/11	1	\$1,600.00	1
100	SA	NEWS	6P-630P	:30	10/13-10/13	1	\$380.00	1
101	W	DAYS	2P-3P	:30	10/10-10/10	1	\$260.00	1
102	M	DAYS	2P-3P	:30	10/15-10/15	1	\$260.00	1
103	TH	DR PHIL	3P-4P	:30	10/11-10/11	1	\$175.00	1
104	W,F	KATIE Buyline Comment: 1/DAY	4P-5P	:30	10/10-10/12	2	\$300.00	2
105	F	GAME NIGHT LIVE Buyline Comment: 1/DAY	630P-7P	:30	10/12-10/12	1	\$500.00	1

Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY Agency () SMART MEDIA GROUP Rep Firm () WASHINGTON
 Advertiser () LOVE, MIA 814 KING ST, SUITE 400 Sales Office ()
 Product LOVE/CD4/R ALEXANDRIA, VA 22314 Salesperson () JAMIE ANDRUS
 Estimate# C09C15 Agency C/P1/P2/E LOVE/ORDR/C09C15
 Buyer Patricia Dome Flight Dates 10/09/2012 - 10/15/2012 Salesperson Phone# 202-872-1155
 Phone# Hiatus Weeks Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
106	TH	NEWS	630P-7P	:30	10/11-10/11	1	\$775.00	1
107	M	NEWS	630P-7P	:30	10/15-10/15	1	\$775.00	1
108	W-F	LATE NIGHT Buyline Comment: 1/DAY	1135P-1235A	:30	10/10-10/12	3	\$300.00	3
109	SU	MORMON TIMES Buyline Comment: 1/DAY	10A-1030A	:30	10/14-10/14	1	\$130.00	1
110	SU	MUSIC AND WORD Buyline Comment: 1/DAY	930A-10A	:30	10/14-10/14	1	\$550.00	1
111	SU	NEWS Buyline Comment: 1/DAY	4P-430P	:30	10/14-10/14	1	\$225.00	1
112	TH-F	NEWS Buyline Comment: 1/DAY	5P-530P	:30	10/11-10/12	2	\$875.00	2
113	W-F	NEWS Buyline Comment: 1/DAY	12P-1P	:30	10/10-10/12	3	\$330.00	3
114	M	NEWS Buyline Comment: 1/DAY	12P-1P	:30	10/15-10/15	1	\$330.00	1
115	F	RACHAEL	10A-11A	:30	10/12-10/12	1	\$275.00	1
116	W	STUDIO 5	11A-12P	:30	10/10-10/10	1	\$290.00	1
117	SU	SUN EDTN	9A-930A	:30	10/14-10/14	1	\$185.00	1
118	W,F	LENO Buyline Comment: 1/DAY	11P-1135P	:30	10/10-10/12	2	\$850.00	2

Rep Order# 7910830 Ver# 5 Mod# 2 Status Confirmed

Traffic Order# 25313

Printed: 10/16/2012 8:58 AM
Last Received: 10/11/2012 7:31 AM

8 of 9

Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/CD4/R
Estimate# C09C15
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C09C15
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
119	M	TODAY	8A-9A	:30	10/15-10/15	1	\$700.00	1
Buyline Comment: 1/DAY								
120	M	NEWS	5A-6A	:30	10/15-10/15	1	\$115.00	1
Buyline Comment: 1/DAY								
121	SA	GAME NIGHT LIVE	1135P-1205A	:30	10/13-10/13	1	\$50.00	1
122	SU	MORMON TIMES	12A-1230A	:30	10/14-10/14	1	\$25.00	1
123	SA	GAME NIGHT LIVE	630P-7P	:30	10/13-10/13	1	\$100.00	1
124	SU	BYU COACHES	11P-1135P	:30	10/14-10/14	1	\$230.00	1
125	SU	HISTORY OF SAINTS	1030A-11A	:30	10/14-10/14	1	\$100.00	1
Rating: 1.0								

---REPORT TOTALS---

Report Totals: 49 / \$30,480.00

---SALES MONTHLY TOTALS---

Oct 12: 49 / \$30,480.00
Sales Totals: 49 / \$30,480.00
Station Totals: 49 / \$30,480.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$101,600	CABL 0%	KJZZ 0%	KSL 30%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	NSL 0%	UNKN 70%	

Books null
Demos RA35+